



TEXAS DEPARTMENT OF HEALTH  
AUSTIN TEXAS  
INTER-OFFICE

**TO:** Regional Directors  
Directors, Local Health Departments  
Directors, Independent WIC Local Agencies  
Herman Horn, Chief, Bureau of Regional/Local Health Operations

**FROM:** Gerald D. Cannaday, Jr. {original signed}  
Chief, Bureau of Nutrition Services

**DATE:** May 7, 2001

**SUBJECT:** Statewide Media Campaign

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The state WIC office has acquired airtime for a statewide television campaign to be launched the third week in May and to continue for 10 to 12 weeks. The purpose of the media campaign is to inform potentially eligible WIC clients about the program and to encourage them to apply for WIC benefits. Three spots will be aired on a rotating basis as described in Memo 01-055:

- 1) **"Eligible"** – which targets young children and first aired in 2000.
- 2) **"Something to Think About"** – which targets pregnant women and first aired in 1999.
- 3) **"Super Kids"** – which also targets young children, but is new and has never been aired.

Specific roll-out dates and media markets are as follows:

| Time Frame     | Media Markets  |
|----------------|--|
| Week of May 14 | Austin, Houston, Dallas/Fort Worth, El Paso, San Antonio, Rio Grande Valley              |
| Week of May 21 | Abilene, Beaumont, Corpus Christi, Longview/Tyler, Midland/Odessa, San Angelo, Texarkana |
| Week of May 28 | Amarillo, Bryan/Waco, Laredo, Lubbock, Sherman/Denison, Wichita Falls                    |

If you have any questions about the media campaign, please contact Barbara Keir, Director, Public Health Nutrition and Education Division at (512) 458-7111, ext. 2144 or by e-mail at [barbara.keir@tdh.state.tx.us](mailto:barbara.keir@tdh.state.tx.us).